

Exhibit 10

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For Business

Sales

TREND

Global Leader in Cybersecurity



David Roth

Technology Executive / Serial Entrepreneur / Investor / Advisor / Board Member


Trend Micro

University of Southern California

Dallas, Texas, United States · [Contact info](#)

<https://www.forbes.com/sites/davidroth/>

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 Ernesto Benedito and Neil Teitelbaum are mutual connections

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Highlights

About

Presently:

COO CRO Cysiv

Responsible for all facets of Cysiv customer engagement and success, from sales through onboarding and service delivery

Cysiv is a SOC-as-a-Service company that extends and elevates your in-house security operations and capabilities, by combining a sophisticated next generation SOC Platform offered as a SaaS, powered by artificial intelligence and automation, backed by an elite Cysiv operations team.

2015 - 2020 VP, Trend Micro, Inc.

'09 - '15 CEO and Co-Founder AppFirst, Inc.

08-09 CEO DRE

'05-08 CEO, Trigen Software

'04 International Sales Manager w/ HP (Consera Acquisition February 2004)

'02 through '04 VP of Sales & Biz Dev for Consera

Late 90's through 2002 Founder of Stratis Group

Early to Mid 90's Microsoft

Late 80's NYNEX (Formerly IBM Business Centers)

Specialties: Sales (both direct & in-direct), Marketing and Business Development worldwide leadership. Successfully built both in-house & virtual teams that successfully drive the growth of innovative & business critical technology.

<https://www.linkedin.com/in/davidbrianroth/>

1/7

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Trend Micro is the only vendor named a Leader in the 2023 Forrester Wave™ for Endpoint Security (including EDR) and Network Analysis and Visibility (NDR). Endpoint and network are the foundational ...show more



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What has Greg Young, VP of Cybersecurity **Trend Micro**, observed about emerging **#AI** regulations? ...show more



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With the goal of creating fast, evasive, and sophisticated **#threats** and campaigns, malicious actors are always on the prowl for new **#technologies** to abus ...show more



Pushing the Outer Limits: Trend Micro 2024 Midyear Cybersecurity T...
trendmicro.com

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Experience



CRO, America Enterprise Sales

Trend Micro · Full-time
Jun 2023 - Present · 1 yr 3 mos
Dallas, Texas, United States · Hybrid



Advisory Board Member

PayGen · Full-time
Sep 2022 - Present · 2 yrs
United States · Remote

PayGen, the preeminent electronic bill presentment and payment solution for large billers who demand innovative, highly configurable, easily...



CRO COO

Cysiv · Full-time
Dec 2020 - Jul 2022 · 1 yr 8 mos
United States

Responsible for all facets of Cysiv customer engagement and success, from sales through onboarding and service delivery....



Trend Micro

5 yrs

Vice President, Business Development

Jan 2016 - Dec 2020 · 5 yrs
101 Hudson Jersey City, NJ

Responsible for driving and growing an ecosystem of strategic alliances and channel partners around Virtualization & Cloud Security, Advanced...

Vice President

Jul 2016 - Nov 2020 · 4 yrs 5 mos
Jersey City, NJ

Regional leader with direct responsibility and oversight of B2B enterprise field and inside sales, engineering, marketing, and channel.



CEO

AppFirst
Apr 2009 - Dec 2015 · 6 yrs 9 mos
Greater New York City Area

Only AppFirst's patented technology provides a solution for collecting every event across web-scale applications, regardless of the infrastructure type o...

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Education



University of Southern California

BA, Communications
1985 - 1988
Activities and societies: Trojan Knights

Great memories from my undergraduate years at USC! Ranging from playing Tuba in the USC Trojan Marching Band, was a member of the USC...



University of Arizona

Music
1984 - 1985

Really enjoyed my time at University of Arizona. I studied music, was in the Marching Band, remember playing pickup basketball games at "Bear Down..."

Licenses & certifications



DevOps Foundations: Your First Project

LinkedIn
Issued Jun 2020

Show credential ↗



DevOps Foundations

LinkedIn
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Skills

Start-ups



Endorsed by Jason Hoffman and 29 others who are highly skilled at this



Endorsed by Neil Teitelbaum (mutual connection)



99+ endorsements

Cloud Computing



Endorsed by David Linthicum and 40 others who are highly skilled at this



Endorsed by Neil Teitelbaum (mutual connection)

99+ endorsements

Show all 50 skills →

Recommendations

Received Given



Neil Rosenberg · 3rd

Technology Strategist, Consultant & Speaker - Helping Clients Achieve Success & Optimize Value from their IT Investments

August 5, 2020, Neil worked with David but they were at different companies

I have known David Roth since the late 1990s and partnered with him through several companies (Stratis Group and AppFirst). In the time I know him, I found David to be a highly insightful, strategic thinker and excellent communicator with a strong business sense, who understands technology at the right level for his role (leadership, sales) who is also an excellent relationship builder with clients and partners.

In 2000, I sought out a partnership with Stratis Group to round out QTS'...



Patrick J. Weber · 3rd

Sr. Engineering Manager

January 7, 2016, Patrick J. reported directly to David

David the most honest, open, trustworthy CEO I have worked for in my 30 years in the software industry. This trustworthiness and his positive attitude inspire others around him to give their all. It is a pleasure to work for him.

Show all 12 received →

Publications

<http://www.forbes.com/sites/davidroth/>
Forbes

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Honors & awards

<http://smartceo.com/2015-new-york-future-50-appfirst/>
Issued by <http://smartceo.com/2015-new-york-future-50-appfirst/> · Jun 2015
AppFirst Associated with AppFirst

SmartCEO Future50 Award 2015
<http://smartceo.com/2015-new-york-future-50-appfirst/>

Organizations

SIIA
Board Member · Jun 2010 - Present

Interests

Top Voices Companies Groups Newsletters Schools



Andrew Toy · 3rd

Chief Executive Officer at Clover Health
17,418 followers

+ Follow



Mark Cuban · 3rd
President
7,812,770 followers
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Causes

Science and Technology



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James Madden · 3rd
Account Manager @ Trend Micro | Certified in Cybersecurity & AWS Cloud Practitioner
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Stokes Janney · 3rd
Strategic Account Manager at Trend Micro
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Callaway Schweyher, MBA · 3rd
Manager of Channel Business Development
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Kevin Simzer · 3rd
Chief Operating Officer | Investor | Board Member
[View profile](#)



Patrick J. Martin · 3rd
Enterprise Sales at Trend Micro
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People you may know

From David's company



Michell Abbott
Empowering Businesses with Cloud Solutions | Cloud Provider Specialist | Driving Innovation in Cloud Technologies
[+ Connect](#)



Justin H.
Analyst, Global Business Operations at Trend Micro

Connect



Samuel Côté
Software Developer

Connect



Grazziela Wietholter
Distribution Operations Specialist

Connect



Tammy Allen
Sales Manager - SMB/MSP at Trend Micro

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